

AWMM Ann Report
2003 to 2004

ANNUAL REPORT
2003/2004

AUCKLAND WAR MEMORIAL MUSEUM



HE AHA TE HAU E WAWA RA, E WAWA RA?

HE TIU, HE RAKI, HE TIU, HE RAKI,
NANA I A MAI TE PUPUTARA KI UTA.

E TIKINA ATU E AU TE KOTIU,
KOIA TE POU WHAKAIRO E TU KI WAITEMATA
KA TU KI WAITEMATA I OKU WAIRANGITANGA,
E TU NEI, E TU NEI!

VISION, MISSION AND VALUES

VISION

TO BE A SOURCE OF INSPIRATION TO OUR COMMUNITIES

MISSION

COLLECT AND CARE FOR OUR COMMUNITIES' TREASURES IN
ORDER TO TELL OBJECT-BASED STORIES IN A WAY THAT STIMULATES
MIND AND SPIRIT

VALUES

DISTINGUISHED

CARING

WARM AND APPROACHABLE

ENCOURAGING

INVOLVING

AUCKLAND WAR MEMORIAL MUSEUM
ANNUAL REPORT 2003/2004

E WAWA RA ENI
AKI, HE TUI HEI
TE PUPUTAGA
TU E AU TE KI
KAIRO E TU KI
TA I OKU WAI
NEI, E TU NEI

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OUR COMMUNITIES

STORIES IN AND

AND SPIRIT

VALUES

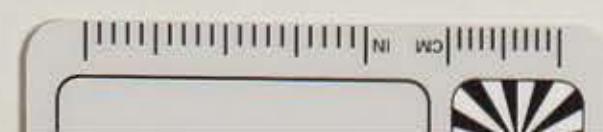
INGUISHED

CARING

APPROACHES

DURAGING

INVOLVING



AWMM Ann Report

2003 to 2004

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Front cover shows: Tatamua mask, from New Ireland, purchased by the Auckland Museum from Mr G Stuart, in 1888. It is believed that each person has three souls; the tatamua mask represents the most important of these. These masks are used during funerary rituals called malagan.

CHAIRMAN'S REPORT

During the 2003/2004 year, Bruce Anderson stood down as Chairman of the Auckland Museum Trust Board. Bruce was a tremendously effective Chair and, on the Board's behalf, I wish to record our thanks to him for his stewardship. It has been a productive four years bridging the completion of the Museum's Stage I refurbishment and the commencement of its Stage II Grand Atrium Project. I would also like to acknowledge Dr William Randall as the new Deputy Chairman.

The most significant single event in the past year is, of course, the beginning of construction of the "Grand Atrium" and the adjoining underground car park. This work finally commenced in November 2003, after an intensive few months of design review and the fixing of a Capped Target Price (or market based pricing through the Project's nominated Contractor, Hawkins Construction).

Very good progress has been made to the end of the financial year, and time savings of one month have been achieved so far against the Project programme. The major concern for the Trust Board at this time, is the inflationary climate surrounding construction costs in Auckland. Imported cost escalation, together with increasing local costs and a lack of competition is placing considerable stress on building projects all over the city.

The Board is grateful to its architects, Noel Lane and Peddle Thorpe, its project managers RDT Pacific, its contractor Hawkins Construction, and its team of consultants and Museum staff under the Museum Director, Rodney Wilson. Without such a cohesive team, and the close collaboration and cooperation that is occurring, progress on such a complex building project in such challenging times, would be much more difficult. In that regard I want to acknowledge Barry Turley and the work of the Board's Project Sub-Committee in maintaining a strong governance oversight on this critical project.

Fundraising activity has progressed very satisfactorily, with some \$49,000,000 raised so far, allowing most of the Project to go to contract. At this stage only fit-out of the uppermost two levels of the "Grand Atrium" remains to be contracted. There is little doubt that the closing this final gap will not be easy but we are hopeful that this can be achieved in early 2005, allowing a final completion of all work in late 2006. Accordingly this challenge remains our top priority.

In that regard, I want to express my considerable thanks to the Trust Board's Fundraising Advisory Board, chaired by John Maasland, the Museum Circle for its ambitious fundraising programme, and the Museum Institute for its initiative in support of the new auditorium. The task of securing several tens of millions of dollars from charitable, corporate and private sources falls to the Museum Director and our Development Manager, Amanda Sutherland. They are to be congratulated on the level of progress achieved to date.

The following are major donors to the Grand Atrium Project as at June 2004:

NZ Government

Sir John Logan Campbell Residuary Estate

Portage and Waitakere Trusts

Sky City Community Trust

B & S Picot Charitable Trust

Friedlander Foundation

ASB Bank Community Trust

Lion Foundation

The Southern Trust

Brian & Sue Picot

The Burnett Trust

P H Masfen Charitable Trust



David Hill, Chairman

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W A Stevenson & Sons Ltd
Chisholm Whitney Family Charitable Trust

NZ Lottery Grants Board
E L Bedlington Estate

Other major sponsors supporting Museum programmes include Montana Wines and EQC, the Earthquake Commission. The Radio Network is providing generous media sponsorship in support of the Museum's programme and the Grand Atrium Project.

Three new staff members appointed to high profile positions are James Dexter, our Head of Public Programmes; Peter Millward, Education Manager; and Dr Leslie Newman, Marine Biology Curator. All three have joined us from Australia and bring to their respective positions considerable experience and expertise. Several staff members continue to excel and the level of achievement of Museum staff is very high indeed. One I would like to mention is Applied Arts Curator, Louis Le Vaillant who was awarded the Errol Clarke Scholarship permitting him to attend the Attingham Summer School in England and work with the English Heritage Trust, National Trust and Victoria and Albert Museums. The Director, Rodney Wilson, was supported by the Asia 2000 Foundation for travel to Singapore, Hong Kong, Shanghai, Seoul and Osaka to build links with their Museums and in connection with the Museum's future *Waka Moana* exhibition.

The Museum's medals are a fitting way for the Trust Board to honour significant contributions made to the Museum by people in a wide variety of different ways. During the year, the Board presented its 'Companion of Auckland War Memorial Museum' medal to two notable supporters of the Museum. They were veteran Maori Broadcaster, Henare Te Ua, and past Trustee, past President of the former Institute and Museum Council, Lawyer and maritime historian, Bill Laxon. It was with heavy heart, therefore, that we learned latterly of Bill's death on the 15th October 2004. The Museum community has lost a valued friend, as it has with the death of one of our five Fellows of the Auckland War Memorial Museum, Dr Michael King. To both their respective surviving families the Board wishes to record its deep gratitude for two lives very well lived.

2003/2004 has been another very successful year for the Museum. Its catchment of support continues to grow. We are indebted to our major funders, Auckland City, Franklin District, Manukau City, North Shore City, Papakura District, Rodney District and Waitakere City; our sponsors and benefactors, the Museum Institute, and the Museum Circle; and more than 200 loyal volunteers; and our hardworking and high achieving staff. I want also to acknowledge the importance of our working relationship with Councillor Scott Milne and the Museum's Electoral College, who are our principal reference point back to the constituent local authorities. Finally I wish to thank my colleagues on the Trust Board for their efforts during the year. The Board also wishes to thank our colleagues in governance, members of the Museum's Taumata-a-Iwi and their Chairman, Danny Tumahai. On a number of occasions over the past year their advice has been pivotal.

David Hill
Chairman

DIRECTOR'S REPORT

The Grand Atrium Project has been a major focus of staff for some time now – but especially during this financial year. Staff have continued to provide invaluable input into the finalisation of design, and quite a number of our team have had to relocate temporarily to alternative office accommodation in Newmarket and interim workshops in Morningside. For those who have remained at the Museum, the impact of construction activity has been moderated by the careful management of the site by our contractors, Hawkins Construction. It has been wonderful to finally get underway with these long-awaited extensions and improvements, and I am confident that our public, as well as our staff, will judge the inconveniences worthwhile. Stakeholders have been kept informed by the publication of *Hard Hat*, a newsletter on the Project.

The Museum is funded for depreciation, and funds are annually placed in reserve for a programme of Asset Renewal. This programme provides for the regular replacement of all equipment and plant. It also provides for the replacement of lighting, multimedia, and permanent exhibitions. In 2002, the first of the exhibition replacements was completed – *Weird and Wonderful*, the Children's Natural History Discovery Centre.

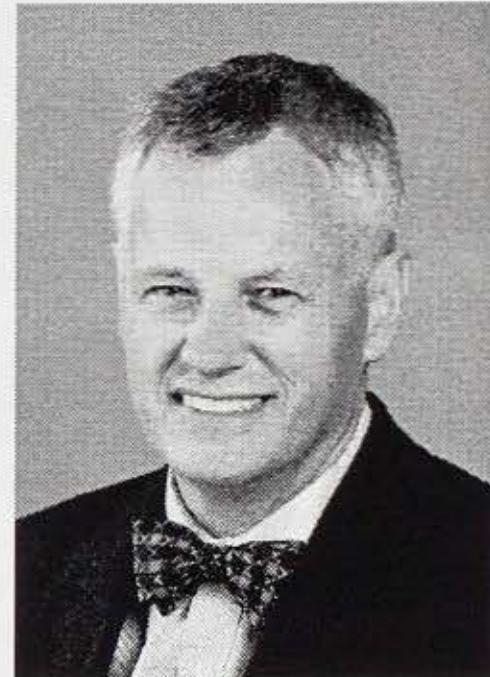
This year the 'Human Impacts' Natural History exhibition was replaced by *DNA: the X factor*, curated by former Marine Biology Curator, Dr Carol Diebel. Gallery Renewal Manager, Malcolm Ryan, has also very successfully managed a programme of display lighting renewal through the Ground Floor of the Museum, and an extensive programme of Multimedia replacement in the Natural History galleries, Scars on the Heart, and the Armoury. Four publicly accessible databases have also been upgraded.

Exhibitions staff have delivered a vintage crop of exhibitions. Higher profiled exhibitions have included *Gold and Sacrifice: treasures of ancient Peru* from the Museo Arqueologico Rafael Larco Herrera, Lima, Peru and the summer interactive exhibition *The Puppet Show*. The Sir Edmund Hillary exhibition, prepared by Auckland Museum, toured very successfully to Explorers Hall in Washington, and we are indebted to our partners, National Geographic Society, for making that possible.

But it was often the smaller exhibitions that were especially noteworthy. They ranged from *Pompallier: Te Hokinga mai*, a photographic essay on the return of Bishop Pompallier's remains to Aotearoa; *Another Vietnam*, a unique photographic report on the Vietnam war by North Vietnamese photographers assembled by National Geographic Society and the International Centre of Photography in New York; and an exceptionally rich diet of Applied Arts exhibitions including *Frank Carpay: at Crown Lynn and beyond*, *After six and before eight*, *The Architect of the Tower*, *Peter Stichbury: domestic potter*, *TITIAN Studioware* and *Calculus*.

Education, volunteer and membership services are all areas in which significant gains have been made. Peter Millward, formerly Director of Manawatu's Science Centre and more recently Manager of Education and Visitor Programmes at the Melbourne Museum, has joined us as Education Manager and has begun drawing the Museum's various strands of Educational activity together into a more cohesive whole. He and his team have recently renegotiated the Museum's Learning Experiences Outside the Classroom contract with the Ministry of Education.

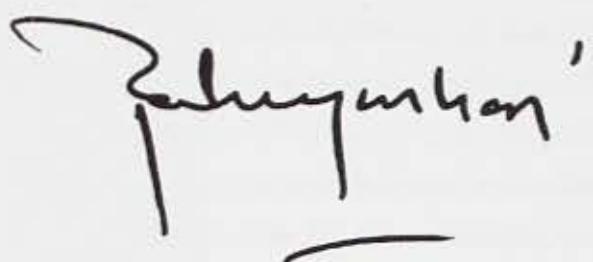
Louise Rigby has commenced a Membership development programme, collaborating with the Museum Institute, Museum Circle and our own children's Dinomites Club. Kae Kinnell has been very effective in developing volunteer programmes. Under Kae's direction volunteer services have now grown to the point that we have more than 200 active volunteers, and more wishing to join than we can currently accommodate.



T L Rodney Wilson, Director

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The next couple of years are very exciting – but also rather daunting. While it will be relatively straightforward to move into the wonderful new Learning Centre amenities in late 2006, the task for Head of Collections Management, Oliver Stead, and Registrar Laura Vodanovich, is altogether more demanding. They have been gearing up for the move of millions of objects from offsite storage to the new collection storage depots. This is truly an immense task and will be a major focus for the organisation in the 2005 and 2006 financial years.



T L Rodney Wilson
Director

TAUMATA-A-IWI REPORT

Tena koutou i roto i te komuri aroha, te whainga mai i raro i nga tikanga o nga matua tupuna kua kitea kanohi ora atu, kua kitea kanohi ora mai. Ratou ki ratou, tatou te hunga ora ki a tatou, noho ora mai ra ki raro i te manaakitanga a o tatou Kaihanga i te Rangi.

Ka pakari haere tonu te hononga a te Taumata-a-Iwi ki te Poari o Te Whare Taonga o Tamaki penei te ahua neke atu i te rua tekau ma rima o nga tau. Kei runga ano te hononga nei i te manaaki a mana whenua i tukuna atu. Kua mahi tahi ana raua ki te whakatakoto i nga tikanga Maori ki roto i whare taonga. Kua puawai nga wawata a Te Taumata me te Poari.

Na te puawaitanga nei ka puta nga kaupapa Maori. Inaiane, ka ahei nga iwi a roto a waho hoki ki te mohio i nga ahuatanga hohonu a nga taonga. Ki Te Whare taonga ko Te Kakano he waahi pai raua ki te rapu i aua korero ra. Ka ahei nga tamariki me nga pakeke ki te rapuna i nga rauemi mo nga taonga ma runga i te kete ipu rangi, koinei tetahi ahua o Te Kakano.

Ko Tamaki Paenga Hira te ingoa hou mo te whare taonga. Kua herea te Poari ki Te Taumata kia hikitia ai raua i nga kaupapa Maori. Ko Tamaki te ingoa tuturu o te rohe nei. Ko Paenga he ingoa ano ki te hipoki i nga taonga ki runga i te marae atea, tae atu ra te whakamaarama mo nga toa kua hinga atu ra i nga pakanga, i nga whawhai. Ko te Hira, he kupu ano mo he maha, he tini, he nui hoki.

He maha nga take Maori kua tau, kua otingia hoki mo te tau kua hipa atu ra. Ara kua timata te wahanga tuarua mo te Ancestral Remains Database kia whakaritea ai mo te hokinga o nga koiwi mai tawaahi ki Aotearoa nei. Ko Rangiuria Hedley kua tau i runga i te turanga ara hei Ancestral Human Remains Facilitator. Kua timata te wahanga tuarua mo te Taonga Database, na Cathrine Jehly raua ko Awhina Rawiri nga kaiwhakarite mo tena mahi motuhake. Na Chanel Clarke i whakahaeretia i te whakaaturanga ara ko Pompellier's hikoi home. Ko Leanne Castle te mema hou mo te tima tikanga Maori. Ko tana hei whakanui i nga take Maori ki taha te whakatapoi.

Ara hoki ko te whakaaturanga, Ko Tawa. E toru nga wa mo he haere waerenga atu ra ki te Waiariki ki nga marae me nga iwi Maori ra kia kohikohia i o ratou korero, me te tango i nga whakaahua mo aua whenua e pa ana ki te tangata a Gilbert Mair. Ko Paora Tapsell te manukura. Ki tana taha ko te Kaiwhakahau Matauranga ko Kipa Rangiheuea raua ko te Kaitango Whakaahua ko Krzysztof Pfeiffer. Ka pakari tonu te mahi whaimatauranga teitei a te Tumuaki. He kaha tonu te mahi a Nicola Railton ki te tautoko i te Taumata, Te Poari, Nga Apiha Whakahaere, me nga kaimahi katoa kia tutuki pai a Te Whare Taonga o Tamaki kia whakatinana ai i nga wawata Maori katoa.

Although relatively new in comparison to the age of the Museum, the Taumata-a-Iwi—Auckland Museum Trust Board partnership has been built on the solid foundation of mana whenua and manaaki values, reflecting over 250 years of inter-kinship history. Over the past year the Taumata and Board have worked together to deliver Maori Values within the Auckland Museum at a level not seen elsewhere in the country. Mutual trust continues to develop as each party begins to better understand one another's aspirations and wider responsibilities both internally and to the wider community.

This trust is not only reflected in the organisation's integrated Maori policies, but have also enabled staff to directly engage with confidence the Museum's wider Maori communities from where its taonga originate. Te Kakano (Pacific Resource Centre located in the Maori Court) is a key portal into those communities. It is beginning to thrive as New Zealand's first fully digitised museum resource centre, allowing our children, young and old, to access ancestral knowledge and images via the internet.

The adoption of a new Maori name: *Tamaki Paenga Hira* has cemented the Board's ongoing commitment to

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the Taumata and maintaining Maori values. *Tamaki* is Auckland, the net of Maki; *Paenga* is to ceremonially layout, heap together on a marae, a margin, a chiefly boundary and a reference to those fallen in battle; and *Hira* is numerous, abundant, important, of consequence, great. This name reflects the uniqueness of our region while remaining universally representative of our nation's collective history and peoples.

Again a number of significant Maori activities have taken place over the past year. Stage II of the Ancestral Remains Database was commenced in preparation for inevitable repatriations from overseas institutions and Mrs Rangiuria Hedley was appointed to the position of Ancestral Human Remains Facilitator. Stage II of the Taonga Database project also commenced with the appointments of Ms Catherine Jehly and Ms Awhina Rawiri to oversee this long-term project. A Maori exhibition curated by Ms Chanel Clarke provided numerous kin groups from throughout Te Tai Tokerau with an opportunity to remember 2002 Pompellier's hikoi home. Ms Leanne Castle is the latest Maori Values Team member, maintaining the Museum's Maori face in the tourism sector.

Also of note this year were the three Ko Tawa-Marsden field trips to marae and Maori communities in preparation for a 2005 exhibition. The taking of photographs, moving images and sharing narratives associated with taonga collected by Captain Gilbert Mair in the 1800s were the key elements of the field trips. They were led by the Tumuaki, Dr Paul Tapsell with the assistance of Maori Educator, Mr Kipa Rangiheuea and Museum photographer Mr Krzysztof Pfeiffer. The Tumuaki also continues to fulfil his professional museum and academic teaching requirements. Most importantly the Maori Values Coordinator, Ms Nicola Railton, continues to provide invaluable support to the Taumata-a-Iwi, Trust Board, Executive and staff, enabling the Auckland Museum to fulfil its commitment to Maori as a culturally aligned organisation.



Te Puna Tumahai
Chairman



Paul Tapsell
Tumuaki Maori

HIGHLIGHTS

The Stage II Grand Atrium Project commenced in November. This project will provide a learning centre, special exhibition hall, theatre, collection viewing area, events centre and much needed public amenities, such as toilets, parenting rooms and a café. An underground car park adjacent to the Museum will provide direct all-weather access.

A varied and interesting programme of exhibitions was presented with associated activities. These included *Gold and Sacrifice: treasures of ancient Peru*, *The Puppet Show*, and *Another Vietnam*. Twelve temporary exhibitions were staged, varying from *The Architect of the Tower to Frank Carpay: at Crown Lynn and beyond*. In addition three Pictorial Exhibitions were held in the Pictorial gallery; *Pacific Jewellery*, *Harpies and Heroines* and *J. Pascoe: Songs of Innocence*. *Pompallier: Te Hokinga Mai* was of particular interest to our Maori audience.

A new permanent exhibition *DNA: the Xfactor* was installed in the Natural History gallery. Lighting was improved on the ground floor to enhance the galleries and address complaints made by visitors about lighting levels.

The public can now access the Maori, Pacific, Cenotaph, Pictorial and Library Collection databases from fourteen terminals conveniently located throughout the Museum. A new, informative website www.akmuseum.co was launched in March.

The Museum was opened after the dawn service on ANZAC Day and over 3,000 visitors were free to enjoy the Museum.

The Auckland Museum Institute organised public lectures on topics including Pacific migration, the 10th Duke of Hamilton's collection, Chinese porcelain, and *Is Science the New Art?* They also organised very successful field trips: *In the Footsteps of Hochstetter*, a trip from Huia to Cornwallis, and a talk on biodiversity and conservation at the Tahuna Torea Reserve, Glendowie. In addition they offered a number of science-based lectures which included an energy symposium, a series of three lectures looking at the current energy issues facing New Zealand today and the University of Auckland/Museum lecture series which looked at the changing face of Auckland's biosecurity.

The Museum acquired some significant additions to the Maori and Pacific collections, including archaic Maori items from the prominent sale of the Wagener Museum, an unusual carved Maori waka model with figures, a rare type of wakahuia or Maori treasure box, a significant collection of Papua New Guinea artefacts, and a magnificent set of Indonesian puppets. Other spectacular acquisitions included contemporary sculptures by Michael Tuffery and NamSook Chang, portrait photographs by Jane Ussher, photographs and military documents formerly owned by Air Chief Marshal Sir Keith Park, and a rare, complete, 14-volume set of Ebenezar Sibley's *An universal of natural history*, London, 1794-1808.

During the year 84,627 children visited the Museum, an increase of 13,819 or 20% over the previous year. This is testament to the family-friendly programme of exhibitions and activities, which has been presented in a more coherent manner this year, and further evidence of the attractiveness to children and parents of the Museum's wonderful Children's Discovery Centres.

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STATEMENT OF SERVICE PERFORMANCE

The Museum's Statement of Service Performance has been formatted to follow the eight goals of the Museum's 2001 Ten Year Plan. It is appropriate to provide an overview of progress towards those goals. The Ten Year Plan has been reviewed and a new one was published in 2004.

CARING FOR TREASURES

Goal 1. To have relevant collections of outstanding treasures, registered and appropriately stored and serviced

Items continued to be added to the Collections in accordance with the Museum's Acquisition Plan, while duplicate and inferior material not required in the Collections was removed.

Goal 2. To have achieved recognition by Maori and others as a fine and appropriate location for taonga

Good progress continues to be made with various initiatives designed to increase the relevance and usefulness of the Museum to Maori. One initiative only was included in the Statement of Service Performance – the return of Human Remains. Although the measure was not achieved, good progress has been made towards achieving the return of Auckland area Human Remains.

GATHERING KNOWLEDGE

Goal 3. To be the prime holder of cultural and scientific knowledge relating to the collections in our care

The Museum is heavily reliant upon external funding for its research activities. The environment in which this takes place is highly competitive and the Museum generally prefers partnered projects with other major research institutions as a way to access this funding and provide Museum staff with strong support. Very good results have been achieved this year through partnerships with the University of Auckland, University of Otago, University of Canterbury, Te Papa and others.

SHARING KNOWLEDGE

Goal 4. Have significantly increased awareness and understanding of our cultural and natural heritage

A very full and successful programme of exhibitions was achieved during the year, broadening the range of experiences available to the Museum's visitors of our culture and natural heritage. This was achieved despite a temporary reduction in exhibition space since November 2003, resulting from Stage II construction activity.

In order to provide enhanced access to the Museum's Maori and Pacific collections a Taonga Database assistant was employed. The databases from the Maori/Pacific Resource Centre, 'Te Kakano', were also made available on line from the Manukau Library and via terminals in 'Te Kakano' itself.

Goal 5. Develop children as a special audience through programmes which explore our heritage and environment through children's eyes

No specific measure was included in the 2003/2004 Annual Plan for children, however child attendances (reported elsewhere) increased significantly during the year, and child and family-based programmes were increased.

Goal 6. Be Aotearoa's New Zealand's leading place of war remembrance

No specific measure was included, but 'The Armoury' Resource Centre continued to provide exceptional information sources and increase its resources. The Museum participated fully in ANZAC Day and Armistice Day programmes, and to mark other memorial occasions during the year.

VISITOR SERVICES

Goal 7. Be 'world class' in the quality of display, visitor experiences and visitor services

While visitor numbers fell below an ambitious target (influenced strongly by the SARS generated downturn in group tourism), visitor ratings of quality and satisfaction exceeded the published target. The Museum will continue to strive to increase its audience, and also to ensure it delivers a top quality visitor experience.

Goal 8. To operate within financial targets determined through the Annual Plan

All significant activities were achieved and some additional tasks accomplished within budget. Fundraising for Stage II was very successful during the year and construction is proceeding satisfactorily. Membership programmes have improved significantly. Efforts continue to be made to improve working conditions and the satisfaction of staff. Past forms of measuring progress have not proved as useful as we would like and a new form of Organisational Culture development and survey is to be introduced in 2004/05.

2.2.1 CARING FOR TREASURES

Actions

1. Implement the Museum's Acquisition Plan

Measures

- Place \$250,000 into Acquisitions Reserve and acquire material consistent with the Museum's Acquisitions Plan for the Museum's Human and Natural History collections

Status at 30 June 2004

- Achieved. Collection items acquired in accordance with Acquisitions Plan

2. Dispose of low value and duplicate material

- Dispose of 40m³ storage volume of low value and duplicate material by 30 June 2004

- Exceeded. Low value and duplicate material removed in accordance with the policy

3. Continue retrospective data basing of collections

- 30,000 priority records completed by 30 June 2004

- Exceeded. 54,583 priority records completed

4. Complete data basing of museum-held Indigenous Human Remains

- Complete data basing by 31 December 2003
- Return Auckland area Human Remains by 30 June 2004

- Not achieved. Good progress made and systems established for return of Auckland area human remains. Work will continue in the 2005 and 2006 years

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2.2.2 GATHERING KNOWLEDGE

Actions	Measures	Status at 30 June 2004
1. Attract external funding for collection-based research in partnership with other agencies	<ul style="list-style-type: none">Research grants of \$100,000 received by 30 June 2004	<ul style="list-style-type: none">\$90,881 received. Partnered research grants with other agencies totalling \$570,960 over three years approved
2. Undertake joint research initiatives with the University of Auckland	<ul style="list-style-type: none">Research grants of \$100,000 received by 30 June 2004	<ul style="list-style-type: none">\$48,874 received. \$100,131 awarded in partnership with University of Auckland

2.2.3 SHARING KNOWLEDGE

Actions

1. Offer a varied and stimulating exhibition programme that reflects the diversity of audience interests and Museum disciplines

Measures

- One Special Exhibition completed by 30 June 2004
- Four Pictorial Temporary Exhibitions completed by 30 June 2004
- Eight Applied Arts Exhibitions completed by 30 June 2004
- One taonga-based exhibition completed by 30 June 2004
- "Impacts" Natural History Gallery redeveloped by 30 June 2004
- Maori and Pacific collections databases accessible by 30 June 2004
- Five collection database terminals provided by 30 June 2004

Status at 30 June 2004

- Achieved. *Another Vietnam* opened 5 March
- Three Pictorial Temporary exhibitions opened, *Pacific Jewellery, Harpies and Heroines* and *J. Pascoe: Songs of Innocence*
- Achieved. Twelve Applied Arts exhibitions opened, *Wallace Art Awards 2003, The Architect of the Tower, Frank Carpay: at Crown Lynn and beyond, New Acquisitions: fashion, Les Objets du desir, In the Drawer, NamSook Chang, Solan's Clay Road, after 6 before 8, Calculus, Titian Studioware, Peter Stitchbury: domestic potter*
- Achieved. *Pompallier: Te Hokinga mai*
- Achieved. *DNA: the X factor* exhibition opened
- Taonga database fulltime assistant researcher hired 1 April 2004
- Exceeded. Three terminals in "Te Kakano" and three terminals in the Library

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2.2.4 VISITOR SERVICES

Actions	Measures	Status at 30 June 2004
1. Deliver top quality visitor experiences	<ul style="list-style-type: none">75% of visitors rate the Museum very highly (8 to 10 on a 10 point scale)	<ul style="list-style-type: none">Exceeded. 73% of Aucklanders (34% of visitors) rate Museum 8 to 10. 83% of other New Zealanders (10% of visitors) rate Museum 8 to 10. 91% of International Visitors (56% of visitors) rate Museum 8 to 10
2. Broaden the appeal of the Museum	<ul style="list-style-type: none">540,000 visitors on the basis of auditable data and revenue of \$1,432,000 from admissions	<ul style="list-style-type: none">Not achieved. Visitor numbers 447,215. Admission revenue \$1,209,296
3. Establish current levels of cultural and community diversity amongst Museum visitors	<ul style="list-style-type: none">Report on current levels by 30 June 2004	<ul style="list-style-type: none">Achieved. Reported 6 May

2.2.5 CORPORATE SERVICES

Actions	Measures	Status at 30 June 2004
1. Obtain sufficient pledges of funding to permit approval of the first phase of Stage II construction to proceed	<ul style="list-style-type: none">• Board approval to proceed by 7 August 2003	<ul style="list-style-type: none">• Board approval to proceed was given on 4 December 2003. Delays resulted from slow Parliamentary passage of legislation and protracted Developed Design work to bring the estimated cost of the project within the budget
2. Achieve improved membership programmes and greater cohesion in membership services	<ul style="list-style-type: none">• Appointment to position Membership Officer by 31 December 2003• Achieve Annual Plan of Joint Activity with Auckland Museum Institute by 30 June, 2004	<ul style="list-style-type: none">• Achieved. Membership Co-ordinator appointed October 2003• Achieved. Several joint activities (programme, fundraising, membership development) underway
3. Ensure that the Museum is a satisfying place for staff to work	<ul style="list-style-type: none">• Achieve 10% improvement overall in staff rating of Museum in 'Best Places to Work – All Organisations' scale	<ul style="list-style-type: none">• Not achieved. An improved Organisational Culture Survey is being implemented in 2005 which will provide a sound benchmark for measuring improvement in organisational culture

COLLECTIONS MANAGEMENT

CARING FOR TREASURES

2003/2004 was a year of very active collecting at Auckland Museum. In a buoyant antiquities market several major sales of Maori and Pacific artefacts were held by the dealers. Levy-based acquisitions funding enabled the Museum to secure highly significant items for the collection and its stakeholders. One of the year's more prominent sales was that of the Wagener Museum collection, from which Auckland Museum purchased several unique items relating to early Polynesian settlement of New Zealand.

Contemporary Pacific culture was also spectacularly represented with the acquisition of two splendid sculptures by Michael Tuffery, *Ole Saosao Lapo'a* and *Asiasi I*. These works were exhibited in New York in a major exhibition of Pacific art in February. At the lighter end of the collecting scale, a selection of humorous T-shirts, purchased at South Auckland markets, provided an entertaining representation of contemporary street culture and attitudes.

The large, colourful figure group *Pain of She* by ceramic artist NamSook Chang, and a flax skirt by contemporary designer Nicholas Blanchet made exciting additions to the Applied Arts collection.

A very visible addition to the Pictorial collection was a group of large format portrait photographs by prominent photographer Jane Ussher, featuring images of New Zealanders taken by Ussher over twenty-five years of photography for the *New Zealand Listener*.

Major acquisitions funded from levy in 2003/2004 included:

Ethnology

- *Ole Saosao Lapo'a* and *Asiasi I*, sculptures by Michael Tuffery
- 47 Papua New Guinea artefacts from a significant private collection
- three important Maori folk art carvings
- a pre-European Maori storehouse door
- an archaic pendant from Houhora
- an unusual Maori carved waka model with figures
- a rare type of Maori treasure box or wakahua

Applied Arts

- *Pain of She*, ceramic sculpture by NamSook Chang,
- a flax skirt by Nicholas Blanchet

History

- photographs and military documents formerly owned by Sir Keith Park

Pictorial

- portrait photographs of New Zealanders by Jane Ussher

Library

- Sibley, Ebenezer, 1751-1800. *An universal of natural history, including the natural history of man; the orang-outang; and whole tribe of Simia; all the known quadrupeds, birds, fishes, and amphibious animals; insects, polypees, zoophytes, and animalculae; trees, shrubs, plants and flowers; fossils, minerals, stones and petrefactions, forming a magnificent view of the three kingdoms of nature, divided into distinct parts, the characters separately described, and systematically arranged.*

London : Printed for the proprietor and sold by Champante and Whitrow, 1794-1808.

Significant acquisitions funded from Trusts and Bequests in 2003/2004 included

Applied Arts

- three items of mid-twentieth century jewellery by significant German artists Hermann Junger, Otto Kunzli and Karl Fritsch
- a ceramic plaque by Frank Brangwyn and Clarice Cliff

Ethnology

- a magnificent set of mid-twentieth century Indonesian puppets

Important gifts received into the Museum's collections in 2003/2004 included

Botany

- 38 Pacific Island plant specimens from the Royal Botanic Gardens, Kew, Great Britain

Entomology

- 3000 specimens of New Zealand beetles from a private research collection

Land Vertebrates

- a dead Takahe from Tiritiri Matangi Island

Marine Biology

- a collection of rare marine animal specimens from a deepwater site northeast of Great Barrier Island.

Applied Arts

- a major 20th century Modernist sculpture, *Industry*, 1940, by John F Kavanagh

Ethnology

- an elaborate decorated fibre costume from Eastern Polynesia collected by a crewman of the *Pamir*

Pictorial

- a collection of aerial photographs of Auckland City and suburbs taken by the Wellington photographer James Siers and used in the compilation of the book collaboration by Siers and Keith called *Above Auckland*, 1986.
- a collection of albums and watercolours by Marjorie Locke Wright, 1891-1963
- an album compiled by the Reverend John Kinder from his own photographic prints
- 15 photographic albums and 140 lantern slides documenting the activities of the Alpine Sports Club

Throughout the year Collection Management staff were greatly occupied in reviewing detailed plans for the Stage II Project. This was an especially absorbing task requiring many consultations between curators and designers as the project to provide brand new storage facilities for around 2500 cubic metres of heritage collections took shape. Despite limited access to external funding for collection management and databasing projects due to Stage II fund-raising priorities, very good progress was made with reducing the backlog of collection records requiring conversion to electronic format. Over 54,000 digital records were added to the Museum's electronic collection databases.

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GATHERING KNOWLEDGE

Auckland Museum's small, dedicated curatorial team achieved outstanding success in grants awarded for research in 2003/2004, in collaboration with external partners. The high quality of the Museum's research capability was again recognised by the prestigious Marsden Fund. A Marsden Grant totalling \$502,000 was awarded to Archaeology Curator Dr Nigel Prickett and Dr Ian Smith of the University of Otago, for a three-year archaeological excavation and historical research project on New Zealand shore whaling. In February the team completed four weeks' excavation at the Oashore whaling station on Banks Peninsula. The Oashore station operated from 1840 to 1849. It is one of the best preserved whaling sites of the mid-19th century. In addition to retrieving and analysing finds from the excavation, the research work also focuses on identifying and tracing the lives of the Oashore whalers and setting the operation of this station in its broader commercial and technological context. Planning is underway for excavations in early 2005 at a whaling station at Mahia Peninsula, Hawke's Bay.

Work also continued on the Marsden Grant awarded in 2001 for research into indigenous knowledge and museums. This included collaboration with the British Museum on a catalogue of its Maori collections by Professor Roger Neich of Auckland Museum, and research by Dr Paul Tapsell on Maori artefacts in the Auckland Museum formerly owned by Captain Gilbert Mair. Both also contributed teaching and student supervision to graduate courses in Museums and Cultural Heritage jointly administered by the Museum and the University of Auckland under the Letter of Agreement between the two institutions.

Maori Values staff within Collections Management has had the usual busy year with a number of larger research projects, exhibitions, routine maintenance, registering taonga as required under the Antiquities Act and hosting tertiary visitors, researchers and iwi, including Muaupoko and Ngai Tuhoe.

Curator Maori Chanel Clarke achieved external funding for several projects. These included an award from the American Museums Association to carry out research on Maori collections at the Peabody Essex Museum, Massachusetts, and funding from Te Papa and the Maori Centre of Research Excellence based at the University of Auckland, Nga Pae o te Maramatanga, to convene a national seminar for curators of Maori collections. Chanel also made a major contribution to the development of the Bishop Pompallier exhibition held at the Museum during the year.

The appointment of Awhina Rawiri as Assistant Researcher to join Catherine Jehly, Assistant Curator has enabled the Taonga Database Project to progress. This year has seen the development of the Taonga Database into a user-friendly program that provides Museum visitors with an entry-point into the Maori collection.

Duties performed by Ngaroimata Winiata, Kaiarahi Maori Reference Librarian, included servicing Maori and wider interest groups visiting the Library and co-managing the Maori and Pacific resource centre Te Kakano. This year she assisted the Hauraki Trust Board with development of their Tribal History Archives Project.

Applied Arts Curator Louis Le Vaillant was awarded the Errol Clarke Scholarship to study country houses in England.

In collaboration with the photographer Gil Hanly the Museum was awarded funding by Creative New Zealand to research Hanly's personal archive covering thirty years of documentary photography, and to prepare a selection of images for transfer to Auckland Museum.

Under a contract with the University of Auckland, Dr Brian Gill carried out research on Papua New Guinea bird species as part of a study directed by Dr Shane Wright of the University's School of Biological Sciences. This

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research aims to establish whether evolution happens faster at higher temperatures.

Dr Wilma Blom undertook research on marine invertebrates with funding from the University of Auckland.

The Museum's distinguished Curator of Marine Biology Dr Carol Diebel resigned in December to take up the position of Director Natural Environment at Te Papa. Carol made a huge contribution in her three years with the Museum, and her flair with exhibitions as well as international research set an exceptionally high standard for others to follow. The Museum was fortunate in being able to appoint as her successor Dr Leslie Newman, a marine biologist with an international reputation for her expertise on the unusual sex lives of marine flatworms. An energetic publisher in a variety of media from academic journals to popular print and electronic media, she is the recipient of several active research grants with international collaborators, ensuring that the Museum's reputation for excellence in marine research remains at the highest level.

Professor Roger Neich was awarded the Elsdon Best Medal by the Polynesian Society.

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PUBLIC PROGRAMMES

OVERVIEW

The past year has been one of great change and considerable achievement for the Public Programmes Section. Formed at the beginning of the financial year, through the amalgamation of the Interpretive Services and Sales and Marketing sections (with the excision of the Library), Public Programmes re-organised to improve its structure. All this occurred at a time when the physical restructuring associated with Stage II deprived it of its main exhibition space as well as causing the closure of a number of minor galleries.

Although attendances fell below rather optimistic budget figures, that they surpassed the previous year's figures, albeit by a narrow margin, is a testament to staff and their effort and creativity.

Major achievements of the year have included the re-branding of the Museum, the string of diverse and attractive exhibitions and most of all, the increased confidence, integration and synergy of public programmes. This has ensured that programmes are successfully integrated with exhibitions, making their marketability easier, more effective and increasingly popular. This has resulted not only in a steady increase in attendance in the last quarter of the year but in an increased awareness of the Museum in the mind of Aucklanders to the extent that by June 2004 it rated top in terms of awareness out of all Auckland's tourist attractions.

STAFFING

The year has seen major changes in staffing with the appointment of: a Head Public Programmes in September, taking up the position on a full time basis in January; a Membership Coordinator in October; a Retail Manager in November; and an Education Manager in December. This high level of new staff has combined well with more established staff to develop a new dynamism in the creation, promotion, implementation and servicing of public programmes.

MARKETING

The past twelve months can be summed up from a marketing perspective as a time of growth and change within a culture of improving communication with our various communities. But while there has been an encouraging trend upwards in the last quarter of the year in terms of visitor numbers, and research points to an increasingly positive disposition amongst our targeted audiences to the Museum, it is imperative that Marketing continue to actively investigate ways of capitalising and expanding on these positive results.

The greatest area of growth has been in the number of children who visit the Museum. This was up 20% on last year and is indicative of the success the Museum is having in increasing its penetration of the Auckland market, a key initiative of the Ten Year Plan. In contrast there was a marked decline in the Tour Group market, down 24% on the previous year. This decline was overwhelmingly due to the SARS crisis and was reflected throughout Australasian tourist venues. The last quarter of the year has shown encouraging signs of a return of this market and it is anticipated that next year will see a better result.

International visitors constitute approximately 60% of the Museum's audience aged over 15. They rate the Museum very highly (91% according to Colmar Brunton *Visitor Survey*) and are attracted by Maori and Pacific exhibitions and especially the *Manaia* performance. *Manaia* has performed very well this year with attendances up 25% over last year and revenue up 20%.

The success of the strategy to develop the Auckland market through more 'family friendly' programmes has

been confirmed, as noted above, through the large increase in children attending the Museum. This strategy was trialled with the Christmas exhibition, *The Puppet Show*, which although conceived, devised, fabricated and installed in nine weeks was a success both in terms of audience and media review. What was particularly pleasing was the fact that the exhibition established a successful formula of integrating public programmes with the exhibition.

While changes are occurring within the Museum and the programmes it develops, it is essential that the change be communicated to the wider audience who tend to think of museums as 'unchanging'. Part of this communication strategy has been the launch of the new website in March. The new website is more appealing and meets the increasingly high standards of the electronically articulate who now use the web as their primary source of information. However, the Museum acknowledges the need to continually refine the product ensuring it is up-to-date and able to define what level of information our many audiences are requiring. While the web plays a major role in being the first contact point for our FITs visitors (up to 92% of FITs use the web for initial contact in planning itineraries), it must also provide the depth of material researchers expect. As part of the electronic media strategy the Museum is developing a monthly electronic newsletter that will feed readers back into the web.

Brand re-vitalisation was also launched during the year within the Ten Year Plan focusing on revitalising the Museum's corporate identity. Working with Sanders Design a new livery, logo and stationery were developed and progressively rolled out over the year. A new Maori name for the Museum, Tamaki Paenga Hira – Auckland's memorial to fallen chiefs and their gathered taonga, was suggested by the Taumata and adopted by the Trust Board, and the whariki (pattern) of the paper nautilus was also adopted as a corporate symbol.

EXHIBITIONS

Part of the challenge that faced the Exhibitions section this financial year was to organise itself into a section capable of undertaking the high and diverse workload in a manner which was most cost effective. This was tackled by splitting the team into two groups, one dedicated to ensuring that the permanent galleries were maintained and the other dedicated to temporary exhibition management. This proved most effective and ensured that the permanent galleries were not neglected and greatly increased the morale of the whole section. As well as ensuring the permanent galleries were well-maintained two new long-term exhibitions, *DNA* and *Korean Ceramics* were installed.

The increasing professionalism and effectiveness of the section was demonstrated by the increase in the Temporary Exhibition Programme despite the loss of the main exhibition hall in November. Three special exhibitions were staged, *Gold and Sacrifice: treasures of ancient Peru*, *The Puppet Show* and *Another Vietnam*. Twelve Applied Arts exhibitions were also staged, often in collaboration with institutions or bodies such as the University of Auckland or Fashion Week. This tie-in with the wider community helped bring new audiences and diversified our offering. Finally one Maori exhibition, *Pompallier: Te Hokinga mai*, and four pictorial exhibitions completed a varied and extensive programme.

On top of this the Exhibitions section organised the tour of the exhibition *Hillary: Everest and Beyond*, to the prestigious National Geographic venue, Explorers Hall in Washington DC as well as touring two smaller shows, *Pacific Jewellery* and *John Thomson: Unseen China* to a variety of venues around New Zealand.

Another demonstration of the greater professionalism of the section is that the Temporary Exhibition Program is now scheduled until 2008. All this has been achieved against a background of major re-organisation as well as

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the numerous and unavoidable demands that Stage II made in terms of storage and accommodation.

EDUCATION

The Education function was faced with the need to reorganise itself and re-orientate its efforts. While in the past staff had worked diligently there had been little coordination, collaboration or synergy. Public programmes in particular had tended to be on a small scale and lacking the mass to be effectively promoted. Much effort has been spent this financial year on attempting to bring coordination and synergy to all the public programmes. The first steps to achieving this could be seen in the public programme developed for and integrated into the successful Christmas holiday exhibition *The Puppet Show*. This established a template for physically integrating public programmes into the exhibition space and it is one that the various teams are further developing for our 'family based' exhibitions.

To achieve such coordination requires sophisticated database programmes and while the Museum is investigating booking systems, Education has developed an interim database, which has greatly aided collaboration and minimised clashes between programs, maintenance and events.

The increased effectiveness of Visitor Programmes is partly dependant upon the increasing use of volunteers and interns. During the year the Museum formalised some of these arrangements with agreements with Boston University and Worldwide School of English. These arrangements, along with the enthusiasm and knowledge of our increasing volunteer body have brought great benefits to a Museum whose human resources are stretched. However, care must be taken to ensure that the Museum properly services and administers the volunteer staff upon whom we increasingly rely.

This financial year also saw the re-signing of the Learning Experiences Outside the Classroom (LEOTC) contract with the Ministry of Education. The LEOTC contract, whose value for the next three years was increased by 25% to \$177,778, provides the funds for the Museum to employ Education Officers. It also confers validity on the service the Museum offers to schools which has proved so popular that the Museum is having difficulty keeping up with bookings.

Some of the new programmes, which have proved popular with schools, have included programmes, which make full use of Resource Centres such as the Armoury and *Auckland 1866* (as a setting for a musical experience); and programmes that work with the strengths of the Museum, such as the Insects programme. A part-time Pasifika educator has been appointed, in line with the Museum's greater focus on Auckland's Polynesian population, who while they are well represented as school visitors, are not well represented in other visitor statistics.

Discovery Centres again proved very popular especially in the holiday periods with up to 6500 children attending programs in the Discovery Centres during the April holidays. To try and distribute the load better, activities have been embedded into special exhibitions and into the permanent galleries. Touch trolleys have also been successfully introduced.

The year has been one of major change for the Education section and whilst there may still be some changes ahead it has been one of increasing achievement and satisfaction in the results.

MEMBERSHIP

Membership support and development is a priority for the Museum and this has been supported by the appoint-

ment in October of a Museum Membership Co-ordinator. The Co-ordinator has been working closely with the Museum's three core membership groups; the Institute, the Circle and the Dinomites Club for children, all of which have been very active during the year.

The Institute continued to support fundraising efforts through their project, 'Take a seat for the Twenty first Century', which comprised Institute members donating funds for the purchase of seats in the new auditorium. Tours of the construction zone were also organised to promote fundraising and increase awareness of Stage II, and these were fully subscribed.

The Institute also worked closely with the Membership Co-ordinator conducting research into membership benefits. This research has led to a series of recommendations, endorsed by the Trust Board, on ways of enhancing and promoting membership opportunities, which will form the basis of a membership strategy for increasing a general membership base for the Museum through the Institute.

The Circle launched and continued to promote two fundraising initiatives for Stage II development; 'View to the Future' and the limited edition wall sculptures by Neil Dawson. For the 2003 Hillary Lecture the Circle brought to New Zealand the former hostage and foreign correspondent, Terry Anderson. His lecture was both enlightening and challenging.

The Dinomites Club for children continued to be very active with members attending workshops during the school holidays throughout the year. The Dinomites magazine changed format with a change in staffing and a reorganisation of roles. However, feedback has been positive, and the membership base is growing. Dinomites also participated in a "behind the scenes" day based on a Maori and Pacific theme.

All these groups were well represented at the Museum's Open Day in June and were focused on promoting the membership opportunities and fundraising initiatives for Stage II. Many thanks go to each of these groups for supporting the Museum and the promotion of Museum activities to a wider membership. A number of initiatives are planned for the coming year and the Museum will continue to work with membership groups to increase membership, and the activities for members.

RETAIL

Retail results were affected by changing demographics (an increase in the number of children visiting the museum) and the downturn in the high-end cruise ship market.

The appointment of a new retail manager in November has led to a revitalisation of the shop and stock. Stock levels have been reduced to a commercially viable level. The result is that the shop is now operating efficiently. Museum branded merchandise has been developed and is selling well and planning is occurring to improve the profitability of the store.

EVENTS

Clients this year have been dominated by the banking and finance sector primarily with the medical and scientific sector also identifying the Museum as a popular venue for their functions. Wedding events were also popular. However, the Museum did withdraw from the school and university ball market due to some behavioural problems, issues of damage and a desire to position the venue in the top end of the market.

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Many events received extensive media coverage with live links to television and print media. Live links included the Wallace Art Awards on the *Sunday* programme; the Farmers/Napoleon Make Up launch. The Sabatini Fashion show and the Variety Bash start featured on a mix of TV1, 2 & 3. 'About Town' in the *Sunday Star Times* featured photographs and comments from the Amex event; Sabatini; Farmers/Napoleon; *After 6 and before 8* opening; and the Royal Easter Show wine awards.

Revenue was down both on budget and last year. This was mainly due to the impact the loss of the America's Cup had on the functions market. There has also been an increase in the number of Museum functions staged this year. Approximately 11,010 attended events at the Auckland Museum after hours, 6700 to commercial events and 4310 to non-commercial events.

FINANCE AND FACILITIES

FINANCE

Operating Activities broke even despite the difficulty of operating in a building undergoing extensive alteration, which adversely affected attendance. This result was achieved by maintaining tight control over expenditure.

Special Purposes Activities benefited from the 12.8% return generated from Trust and Bequest funds invested by New Zealand Assets Management.

Capital Expenditure related transactions include \$7.8 million raised towards the Stage II project. The Asset Replacement Reserve is invested in bank deposits so that funds are readily available for lending to the Stage II Project in accordance with the 'Policies and Principles for the Governance of the Stage II Development'.

A life insurance policy was purchased to cover all permanent staff in case of death or illness. The accounting system, Great Plains, was upgraded to version 7.5 and reporting processes were streamlined during the year.

Financial Reporting Standard 3 (FRS-3) – Accounting for Property, Plant and Equipment

FRS-3 has been effective since 2002 and requires that all assets (including heritage assets meeting appropriate definitions and donated assets) be recorded at fair market value and depreciated over their estimated useful life as a representation of consumption of the asset.

The Museum has elected to depart from FRS-3 in this respect and, consistent with previous years, costs incurred in acquiring heritage assets have been expensed and no values have been attributed to gifted assets. This is on the basis that the collection items are heritage assets and that they are held in trust in perpetuity for the public good, and that obtaining valuations for collection items would be virtually impossible.

The adoption of this position by the Museum has resulted in an audit qualification. The Museum has made representations to the Institute of Chartered Accountants regarding its concerns with the application of the Standard to heritage assets.

FACILITIES

In accordance with amendments to the Health and Safety in Employment Act, employee participation in health and safety was reviewed and a revitalised Health and Safety Committee formed. Staff were trained on the Health and Safety in Employment Act and the 2002 amendments. The emergency evacuation plan was reviewed in the light of the Stage II Grand Atrium Project. An audit of chemicals held was carried out. Formal training in the National Certificate in Security has been completed for security staff.

The air-conditioning system continued to operate below specification and there were a number of plant breakdowns which had to be repaired. To mitigate this, improvements were made to reduce infiltration of outside air and additional air-conditioning sensors were installed in the galleries to improve control of conditions in the space. Perpetual Maintenance was carried out in accordance with the Perpetual Maintenance Plan. Building Services carried out the relocation of staff to Kingdon Street and the offsite workshop, to accommodate staff displaced by the Project. Staff also cleared the site in preparation for demolition and dealt with a number of matters between the Project and operations.

A terminal services server was installed and communications established with Kingdon Street via a microwave link. Public access systems were improved and the website is now hosted on a new server in-house. The PC replacement plan continued and most PCs have now been updated to run Windows XP and Office 2003. The IT

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service and support business was tendered during the year and Atlantech Limited was the successful tenderer.

Audiovisual equipment was replaced in accordance with the operating policy and is maintained under a planned maintenance schedule. Audio visual staff have been fully occupied servicing the multi-media renewal programme, exhibitions and functions, where value added lighting services are provided.

CORPORATE SERVICES

HUMAN RESOURCES

People (staff and volunteers) are fundamental to the success of the Museum – having the right people, setting expectations around behaviour and performance and creating a positive culture and environment are important.

As at 30 June 2004, Auckland Museum had 154 staff (including 50 staff either temporary and/or working on regular part-time basis), 33 'relief' casuals and 196 volunteers. During the reporting year, we welcomed 48 staff to a variety of long and short term positions.

The Museum has focused on revising recruitment procedures and developing a revised and comprehensive staff induction programme. In the working environment area the Museum's intranet as an HR 'bulletin board' has been reactivated, a brainstorming 'card sort' exercise on the Ten Year Plan and a small climate survey were conducted. A group life insurance policy covering all permanent staff and free flu injections were arranged. Negotiations on an expired collective employment agreement with a focus more aligned to Museum plans and systems commenced. The remuneration system has been reviewed to better address internal and external relativities.

Senior staff and middle management attended leadership and problem solving courses and several staff attended management development programme.

Amendments to the Holidays Act will increase staff costs by in excess of \$125,000 per annum due to alternative days for statutory holidays and holiday pay, sick leave and bereavement leave for casual staff.

Volunteers remain an integral and highly valued part of Auckland Museum, and now assist in most areas of the Museum. The average age of volunteers has been reduced by offering more placements to tertiary students. Volunteers are encouraged to seek staff positions at the Museum. Monthly meetings are held for all volunteers and a weekly newsletter on Museum matters distributed. The contribution made by the Museum's volunteers is much appreciated. 33,724 hours of volunteer work were donated to the Museum; a remarkable \$505,860 value contribution to the Museum and our community.

MAORI VALUES

Nicola Railton, Maori Values Coordinator, continues to provide coordination and administrative assistance to support the Taumata-a-Iwi, Tumuaki and Maori Values Team in fulfilling the Auckland Museums commitment to Maori by being a culturally aligned organisation. Following staffing developments over the past year, the Maori Values Team now includes Dr Paul Tapsell (Tumuaki Maori), Chanel Clarke (Curator Maori), Kipa Rangiheuea (Educator Maori), Ngaroimata Winiata (Librarian Maori), Rangiaria Hedley (Ancestral Human Remains Facilitator), Awhina Rawiri (Assistant Researcher Maori – Taonga Database), Catherine Jehly (Assistant Curator Maori – Taonga Database), Leanne Castle (Kaihautu Manaaki) and Nicola Railton (Maori Values Coordinator). These positions are specifically Maori aligned and integrated throughout the different departments of the Museum including Maori Values, Collection Management and Public Programmes.

The past year the Maori Values Team has contributed to the development and exhibition of Pompallier – Te Hokinga Mai (curated by Chanel Clarke), the ongoing Ko Tawa project (curated by Paul Tapsell) and the delivery of the internal staff training programme 'Maori Values in Museums'. All museum staff were also provided with the opportunity to attend the Museums Aotearoa Kaitiaki Hui 2004 which was held at Tunohopu in Rotorua. The Maori Values Team continues to assist with the implementation of Public Programmes including the annual Matariki celebrations at the Museum. The Atamira Dance Collective gave a special performance in the Maori Court for the

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Museum's 2004 Matariki celebrations before travelling to the Pacific Arts Festival in Belau.

Rangiaria Hedley is the newly appointed Ancestral Human Remains (AHR) Facilitator for Tamaki Paenga Hira, responsible for the satisfactory return to source of all ancestral remains associated with the Auckland Museum since establishment in 1852. Ms Hedley works alongside Dr Cressida Fforde, the Museum's contracted Human Remains Curator. Together they are currently completing the international component of the AHR database, having already identified and digitally catalogued AHR's within the Museum, originating from the Auckland region, wider Aotearoa (including the Chathams) and wider Pacific or elsewhere in the world.

TE PUPUTARAKIHI – PAPER NAUTILUS

What was the wind that was roaring yonder?

It was the north wind, the wind from the north

It was indeed the north wind I was perceiving driving the paper nautilus ashore.

And then to my amazement there was the carved post standing by (the shores of Waitemata, standing, standing thus.

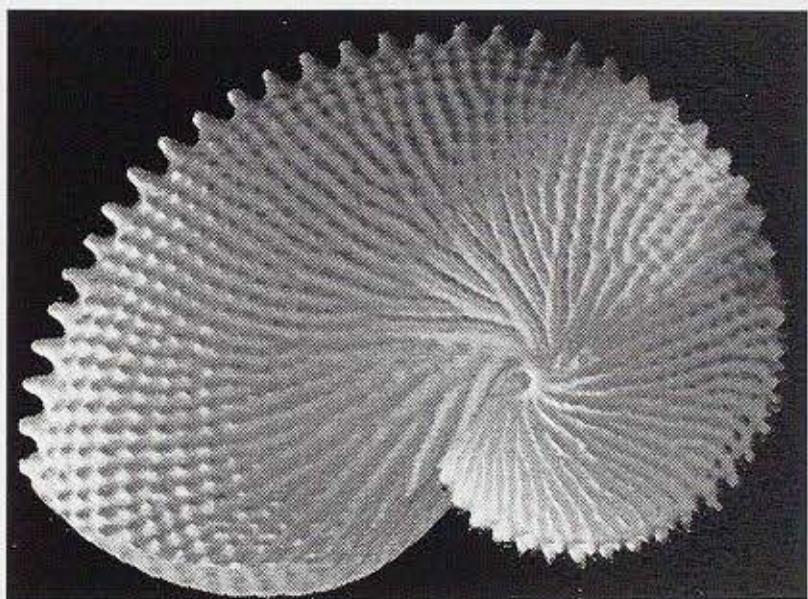
This is the translation of the prophesy (see: inside-front cover) made by Orakei seer, Titahi, two generations before the arrival of Lieutenant Captain Hobson. With the Taumata-a-Iwi's permission the prophesy opens this year's Annual Report on the inside cover. It provides the context as to why Te Puputarakihi was selected to symbolically represent Tamaki Paenga Hira – Auckland War Memorial Museum.

The prophesy makes reference to the arrival of some unseen power originating from the north – a wind driving the paper nautilus ashore. The carved post standing by was interpreted as representative of a new regime under which the lands would be subjected.

In due course, the prophesy was realised when Hobson arrived on the Waitemata shores with Treaty of Waitangi in hand. In return Ngati Whatua o Orakei offered their house, Tamaki, which the Crown accepted and on which it established New Zealand's first government. Tamaki Paenga Hira, representing Auckland's war dead, stands upon that original land gift – *tuku rangatira*: a presentation of land between chiefs in which the treasures of both cultures now rest.

The red ochre colour sitting behind Te Puputarakihi represents the *kokowai* or red ochre that was distinct to the Waitemata's hard shores. As veins of the treasured *kokowai* were exposed it was gathered up and used as pigment for personal adornment, on carvings and for trade. On the Taumata-a-Iwi's initiative the Waitemata *kokowai* colour was presented alongside Te Puputarakihi to complement the Museum's new Maori name: Tamaki Paenga Hira.

Facing the north, Tamaki Paenga Hira continues to welcome new visitors to Auckland; indeed a prophetic beacon to Titahi's paper nautilus, which on rare occasions still blow in from their Pacific breeding grounds to crash on the *kokowai* shores of the Waitemata.



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STATEMENT OF ACCOUNTING POLICIES

GENERAL ACCOUNTING POLICIES

These financial statements for the Auckland War Memorial Museum are prepared in accordance with Statements of Standard Accounting Practice and Financial Reporting Standards issued by the Institute of Chartered Accountants of New Zealand.

The measurement basis adopted in the preparation of these financial statements is historical cost, modified by the revaluation of the investment property.

PARTICULAR ACCOUNTING POLICIES

Revenue Recognition

Grants, donations, subsidies and sponsorships (including those for capital expenditure) are recognised when eligibility has been established by the granting agency and to the extent that any conditions imposed have been met at balance date.

Trust income is recorded in the special purposes segment of the Statement of Financial Performance. Appropriations from special purposes equity for operating purposes are transferred in the Statement of Financial Performance.

Inventories

Trading inventory is valued at the lower of cost and net realisable value on a first in first out basis.

Receivables

Accounts receivable are recorded at net realisable value.

Property plant and equipment

Land Lease

No value has been placed on the lease in perpetuity from the Auckland City Council of the land on which the Museum building is situated.

Heritage Assets

The cost of acquisition of heritage assets is charged to the Statement of Financial Performance. The classification of the collections and the Museum building as heritage assets is based on the premise that they are held in trust in perpetuity for public benefit.

Operational Assets

Operational assets including new additions to the building are stated at cost less accumulated depreciation.

Depreciation

All depreciation is calculated on a straight line basis and the respective rates are:

Heritage Assets	Nil
Operational Assets	
• Buildings	1-2%
• Plant	5-20%
• Equipment	10%

STATEMENT OF ACCOUNTING POLICIES

- Information Technology 33%
- Display Galleries 7-13%
- Furniture and Fittings 20%
- Motor Vehicles 20%

Investments

Bank deposits and investment funds are valued at current market value. Investment properties are revalued annually, recorded at net current value and are not depreciated. All revaluations are taken directly to the Statement of Financial Performance.

Research and Development

Expenditure on research is written off to the Statement of Financial Performance in year incurred. Development expenditure is carried forward and amortised over the period of expected benefit.

Foreign Currency

Transactions denominated in foreign currencies are translated into the reporting currency using the exchange rate in effect at the transaction date. Foreign currency assets and liabilities are translated into New Zealand currency at the rates of exchange prevailing at year end. All gains and losses on translation are included in the Statement of Financial Performance.

Financial Instruments

Financial instruments in the Statement of Financial Position include cash and bank, investments, accounts receivable and accounts payable. The particular recognition methods adopted are disclosed in the individual statements associated with each item.

Cash Flow

The Statement of Cash Flow is prepared exclusive of GST, which is consistent with the method used in the Statement of Financial Performance.

Definitions of the term used in the statement of cash flows:

Cash includes coins and notes, demand deposits and other highly liquid investments readily convertible into cash and includes at call borrowings such as bank overdrafts, used by the Museum as part of day-to-day cash management.

Investing activities are those activities relating to the acquisition and disposal of current and non-current investments and other non-current assets.

Operating activities include all transactions and other events that are not investing or financing activities.

Goods and Services Tax (GST)

All items in the Statement of Financial Performance are stated exclusive of GST.

All items in the Statement of Financial Position are stated exclusive of GST, except receivables and payables, which include GST invoiced.

Changes in Accounting Policies

There have been no changes in accounting policy during the year.

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2003 to 2004

STATEMENT OF FINANCIAL PERFORMANCE

For the year ended 30 June 2004

	Note	Actual 2004 \$000s	Annual Plan 2004 \$000s	Actual 2003 \$000s
Operating Activities				
Local authority operating levy		7,543	7,543	6,683
Local authority depreciation levy		4,927	4,927	4,909
Net operating expenses and depreciation	1	12,468	12,470	11,563
Operating Surplus	2		2	29
Special Purposes Activities				
Revenue	2	2,756	1,050	2,561
Expenses and allocations to operating activities	2	797	1,022	711
Transfer to Special Purposes Equity	2	1,959	28	1,850
Surplus before Capital Expenditure related transactions		1,961	28	1,879
Local authority capital expenditure levy		300	300	250
NZ Lotteries Grants Board for Pacific Resource Centre		105		
Grand Atrium project fund raising	3	7,805		1,120
Grand Atrium project feasibility study levy		150	150	150
Grand Atrium project feasibility study expense		153	150	151
		8,207	300	1,369
Net Surplus		10,168	328	3,248
Allocated to:				
General equity		8,209	300	1,398
Special purposes equity		1,959	28	1,850
		10,168	328	3,248

The accompanying notes and accounting policies form part of these financial statements.

AWMM Ann Report 2003 to 2004

STATEMENT OF FINANCIAL POSITION

As at 30 June 2004

		Actual 2004	Actual 2003
	Note	\$000s	\$000s
Current Assets			
Cash and bank		711	674
Short term investments		4,352	3,132
Short term investments-restricted		20,559	15,362
Accounts receivable	5	986	533
Inventories	6	318	364
		<u>26,926</u>	<u>20,065</u>
Current Liabilities			
Accounts payable	7	4,684	2,434
Working Capital			
		<u>22,242</u>	<u>17,631</u>
Non Current Assets			
Investments-restricted	8	6,767	6,141
Property plant and equipment	9	39,500	34,569
		<u>46,267</u>	<u>40,710</u>
		<u>68,509</u>	<u>58,341</u>
Represented by Public Equity made up of:			
General Equity	10	43,275	37,392
Special Purposes Equity	11	25,234	20,949
		<u>68,509</u>	<u>58,341</u>

For and on behalf of the Trust Board:

D Hill
Chairman
2 September 2004

T L R Wilson
Director
2 September 2004

The accompanying notes and accounting policies form part of these financial statements.

AWMM Ann Report

2003 to 2004

STATEMENT OF MOVEMENTS IN EQUITY

For the year ended 30 June 2004

	Note	Actual 2004 \$000s	Actual 2003 \$000s
Equity at 1 July 2003		58,341	55,093
Transfer from Statement of Financial Performance		10,168	3,248
Equity at 30 June 2004		68,509	58,341

The accompanying notes and accounting policies form part of these financial statements.

STATEMENT OF CASH FLOWS

For the Year Ended 30 June 2004

	Note	Actual 2004	Actual 2003
		\$000s	\$000s
Cash Flows from Operating Activities			
Cash was provided from:			
Levy on local authorities		12,470	11,592
Levy on local authorities for special purposes		1,050	1,276
Receipts from operations		3,983	5,270
Interest received		1,445	1,167
		18,948	19,305
Cash was applied to:			
Payments to suppliers		4,701	7,287
Payments to employees		5,475	4,751
Payments relating to special purposes		797	711
		10,973	12,749
Net Cash Flow from Operating Activities	15	7,975	6,556
Cash Flows from Investing Activities			
Cash was provided from:			
Grand Atrium project feasibility levy		150	150
Levy on local authorities for equipment		300	250
Grand Atrium project fundraising		7,910	1,120
Dividends & bequests received			508
Sale of Russell investments		5,196	10,387
		13,556	12,415
Cash was applied to:			
Purchase of NZ Assets Management funds		5,196	
Purchase of investments		6,417	19,438
Purchase of property plant and equipment		9,881	3,503
		21,494	22,941
Net Cash Flow Used in Investing Activities		(7,938)	(10,526)
Net Increase(Decrease) in Cash Held		37	(3,970)
Opening cash balance		674	4,644
Closing Cash Balance		711	674
Represented by:			
Cash and bank		711	674
Closing Cash Balance		711	674

The accompanying notes and accounting policies form part of these financial statements.

AWMM Ann Report

2003 to 2004

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

	Actual 2004 \$000s	Annual Plan 2004 \$000s	Actual 2003 \$000s
1. Net Cost of Service			
COLLECTION MANAGEMENT			
Registration and conservation	759	1,253	812
Curatorial	1,310	952	1,035
Library	415	439	426
Total Collection Management	2,484	2,644	2,273
PUBLIC PROGRAMMES			
Education and publications	583	721	504
Display	842	801	928
Marketing and Museum Store	744	533	432
Admissions, tourism and hospitality	(1,111)	(1,438)	(1,167)
Total Public Programmes	1,058	617	697
FINANCE AND FACILITIES			
Finance and administration	332	510	371
Facilities	2,265	2,317	2,180
Total Finance and Facilities	2,597	2,827	2,551
CORPORATE SERVICES			
Leadership, human resources and Maori values	1,211	1,155	1,148
Grand Atrium transitional expenses	169	300	
Total Corporate Services	1,380	1,455	1,148
Depreciation	4,949	4,927	4,894
Net Cost of Activities	12,468	12,470	11,563

Comparative figures for 2003 Actual and 2004 Plan have been restated to align with 2004 Actual

NOTES TO THE FINANCIAL STATEMENTS

For the Year Ended 30 June 2004

	Actual 2004 \$000s	Actual 2004 \$000s	Actual 2004 \$000s	Annual Plan 2004 \$000s	Actual 2003 \$000s
	Operating	Special Purposes	Total		
2. Components of Surplus					
Revenue					
Levies from local authorities	12,470	1,050	13,520	13,520	12,868
Interest	542	947	1,489	304	1,167
Dividends & other income					508
Unrealised increase(decrease) in value of investments	611	611			(299)
Increase in valuation of investment properties		15	15		
Allocation from special purposes funds	30		30	31	30
Grants	319		319	369	417
Donations	1	37	38		459
Sundry income	982		982	897	904
Admission	1,209		1,209	1,432	1,202
Special exhibitions	233		233	250	888
Sales – trading activities	1,395		1,395	1,687	1,442
Rent	135	96	231	131	157
Total Revenue	17,316	2,756	20,072	18,621	19,743
Expenses					
Allocation of special purposes funds to operating		30	30	30	30
Auditors' fees-financial statements	28		28	31	30
Auditors' fees-other services					37
Advertising	497		497	453	399
Cleaning	293		293	302	277
Cost of Sales – trading activities	822		822	901	821
Electricity	370		370	485	332
Heritage assets written off (Note 4)		424	424	250	245
Insurance	408		408	438	375
Operating expenses	2,573	51	2,624	3,000	2,433
Professional fees	664	64	728	414	478
Rates	122		122	156	134
Remuneration	5,427	3	5,430	5,477	4,943
Rent	205		205	249	160
Repairs and maintenance	467	225	692	953	745
Special exhibitions	223		223	250	1,272
Telecommunications	88		88	97	90
Trust Board & Taumata-a-Iwi fees & expenses	178		178	180	169
Total Expenses	12,365	797	13,162	13,666	12,970
Surplus before depreciation	4,951	1,959	6,910	4,955	6,773
Buildings depreciation expense	207		207	200	201
Displays depreciation expense	2,008		2,008	2,700	2,671
Plant and equipment depreciation expense	2,734		2,734	2,027	2,022
Total depreciation expense	4,949		4,949	4,927	4,894
Surplus for Year	2	1,959	1,961	28	1,879

AWMM Ann Report

2003 to 2004

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

	Actual	Actual
	2004	2003
	\$000s	\$000s
3. Grand Atrium project fundraising		
Opening Balance	1,120	
NZ Government	4,711	
ASB Bank Community Trust	1,469	
Logan Campbell Residuary Estate	200	
Lion Foundation	500	
Portage Trust	300	
Southern Trust	50	
Brian & Sue Picot	5	
The Burnett Trust	10	
Friedlander Trust	100	
P H Masfen Charitable Trust	20	
W A Stevenson & Sons Limited	100	
NZ Lottery Grants Board		1,000
Chisholm Whitney Family Charitable Trust	50	100
E L Bedlington Estate	1	20
Interest	289	
	<hr/>	<hr/>
Cumulative funds raised	7,805	1,120
	<hr/>	<hr/>
	8,925	1,120

4. Heritage Assets Written Off

The Auckland Museum Trust Board has decided to continue its policy of writing off collection acquisitions and not attributing a monetary value to items gifted to the collection. This treatment is contrary to Financial Reporting Standard No.3 Accounting for Property, Plant and Equipment, which requires that collection purchases and the fair value of gifts be capitalised as property, plant and equipment.

FRS 3 has not been followed because the Board considers that the collection does not have the characteristics of property, plant or equipment.

Collection items have substantial intangible characteristics. The story behind an object is often more important than the object itself. Scientific collections have great research importance but little market value. With good conservation the life of an object or specimen is indefinite. Age usually increases the significance of an object rather than depreciating it. The collection is not like manufacturing plant, which is heavily used, wears out and is then replaced.

Usually gifts to the collection are unique items that have iconic status or are historic and irreplaceable or sacred to particular communities, with no market, so no financial value can or should be ascribed.

Museums in the United Kingdom, USA and Canada do not capitalise their collections.

The effect of writing off collection purchases is shown in Note 2 as Heritage Assets Written Off. The costs of conserving the collection are shown in Note 1 Registration and conservation.

AWMM Ann Report 2003 to 2004

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

	Actual 2004 \$000s	Actual 2003 \$000s
5. Accounts Receivable		
Sundry debtors	257	186
GST receivable	549	256
Interest	54	10
Prepayments	126	81
	<u>986</u>	<u>533</u>
6. Inventories		
Museum store finished goods	318	364
	<u>318</u>	<u>364</u>
7. Accounts Payable		
Sundry creditors & accruals	3,897	1,566
Employee entitlements	661	616
Contract obligations	118	234
Finance lease liabilities	8	18
	<u>4,684</u>	<u>2,434</u>
8. Non Current Investments		
NZ Assets Management Fund	5,807	
Russell World Bond Fund		3,731
Russell World Share Fund		1,465
	<u>5,807</u>	<u>5,196</u>
Investment property	960	945
	<u>6,767</u>	<u>6,141</u>
The Vaile Trust investment property was valued at \$960,000 by DTZ Darroch Limited, valuers at 30 June 2004.		
9. Property plant and equipment		
Museum building (at cost)	15,807	15,728
Accumulated depreciation	(1,406)	(1,199)
	<u>14,401</u>	<u>14,529</u>
Displays (at cost)	25,884	25,623
Accumulated depreciation	(15,058)	(13,050)
	<u>10,826</u>	<u>12,573</u>
Plant and equipment (at cost)	15,893	14,987
Accumulated depreciation	(9,610)	(8,210)
	<u>6,283</u>	<u>6,777</u>
Capital work in progress (at cost)	7,990	690
Total property plant and equipment	<u>39,500</u>	<u>34,569</u>

The latest Statutory Valuation of the Museum Building is \$37,850,000 (September 2002).
(Prior year \$37,850,000)

AWMM Ann Report

2003 to 2004

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

		Actual		Actual	
		2004		2003	
		\$000s		\$000s	
10. General Equity					
Opening balance		37,392		36,668	
Transfer from Financial Performance Statement		8,209		1,398	
Transfer of special exhibitions to special purposes equity				384	
Transfer of capex from special purposes equity		2,601		3,851	
Transfer of depreciation levy to asset replacement fund		(4,927)		(4,909)	
Closing balance		43,275		37,392	
11. Special Purposes Equity					
	Balance	Bequests	Investment	Operating	Capital
	2003	Gifts, Levies	Net Income	Expenditure	Expenditure
	\$000s	\$000s	\$000s	\$000s	\$000s
Trusts					
Levingston Cooke Family Bequest	1,722	20	206	46	1,902
Edward Earle Vaile Trust Fund	872		93	30	935
The Waldo Heap Bequest	311		37	3	345
AWMME&B Omnibus Trust	25		3		28
Life Members' Subscription Trust	86		10	3	93
Auckland Museum Endowment Act	30		4		34
Bertha Wilson-cinematography	4		1		5
Others under \$10,000	17		2		19
Restricted gifts & bequests					
Nancy Bamford bequest	480		57	15	522
Others under \$10,000	37		5		42
Gifts & bequests subject to wishes					
A G W Dunningham bequest	99		12		111
C Whitney Trust	97		12	18	91
Memorial Hall donations	62		7		69
Reserves					
L A Spedding reserve	2,073		248		2,321
Catherine E Tong reserve	58		7		65
Refurbishment Stage 2 reserve	1,083		58	(1,619)	2,760
Asset replacement reserve	12,918	4,927	823	1,619	2,601
Perpetual maintenance reserve	604	600	33	226	1,011
Acquisitions reserve	125	250	8	226	157
Other Ten Year Plan initiatives	184		10	194	
Exhibition reserve	62	200	14		276
	20,949	5,997	1,650	761	2,601
					25,234

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

	Actual 2004 \$000s	Actual 2003 \$000s
12. Commitments under Non-cancellable Leases		
Less than 1 year	196	211
Between 1 and 2 years	240	196
Between 2 and 5 years		240
	<u>436</u>	<u>647</u>
13. Capital Commitments		
Grand Atrium project	11,319	
Equipment	108	
Multimedia		360
Special lighting		70
Pacific resource centre		185
	<u>11,427</u>	<u>615</u>
14. Contingent Liabilities		
Legal proceedings relating to airconditioning which the Museum considers can be successfully defended. The Museum has counterclaimed against parties bringing the proceedings and others responsible for the airconditioning system.	<u>292</u>	<u>292</u>

The Museum has a contingent liability in respect of the Accident Compensation Commission's (ACC) residual claims levy. The levy will be payable annually from May 1999 for up to 15 years. The Museum's future liability is a function of ACC's unfunded liability for past claims and future payments to employees by the Museum.

At 30 June 2004 there were no other contingent liabilities (2003 nil).

AWMM Ann Report 2003 to 2004

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

	Actual 2004 \$000s	Actual 2003 \$000s
15. Reconciliation of Surplus for the Year to Net Cash Flow from Operating Activities		
Surplus before Capital Transactions	<u>1,961</u>	<u>1,879</u>
Add non-cash items:		
Depreciation	4,949	4,894
Investment distributions reinvested		(508)
Investment revaluations	(626)	299
	<u>4,323</u>	<u>4,685</u>
Add (less) movements in working capital:		
(Increase)/decrease in accounts receivable	(453)	(228)
(Increase)/decrease in inventory	46	(16)
(Decrease)/increase in accounts payable	2,250	388
	<u>1,843</u>	<u>144</u>
Add (less) items initially classified as capital expenditure related activity:		
Grand Atrium project	(152)	(152)
	<u>(152)</u>	<u>(152)</u>
Net Cash Flow from Operating Activities	<u>7,975</u>	<u>6,556</u>

16. Segment Information

The Auckland War Memorial Museum is governed by the Auckland War Memorial Museum Act 1996 and operates primarily in the Auckland Region.

17. Financial Instruments

The nature of activity and management policies with respect to financial instruments is:

(1) Currency risk

The Museum has exposure to foreign exchange risk as a result of transactions denominated in foreign currencies arising from investing activities. Foreign exchange risks on investment funds are hedged in the funds by the fund manager as considered necessary. No cover was in place at 30 June 2004.

(2) Interest rate risk

Interest rates on bank deposits range from 2% to 6.5%

MENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2004

17. Financial Instruments (continued)

(3) Credit risk

In the normal course of its business, the Museum incurs credit risk from trade debtors and transactions with financial institutions. The Museum has a concentration of risk with respect to funds on deposit at financial institutions. The Museum minimises this risk by placing funds on deposit with financial institutions which have been credited an "AA" rating by Standard and Poors.

(4) Fair values

The carrying value of cash and liquid deposits, debtors, trade creditors, other and sundry debtors and creditors, is equivalent to their fair value.

Deloitte.

AUDIT REPORT

TO THE AUCKLAND MUSEUM TRUST BOARD

We have audited the financial report on pages 10 to 15 and pages 30 to 43. The financial report provides information about the past financial performance and service performance of the Auckland War Memorial Museum and its financial position as at 30 June 2004. This information is stated in accordance with the accounting policies set out on pages 30 and 31.

Trust Board Responsibilities

The Trust Board is responsible for the preparation, in accordance with New Zealand law and generally accepted accounting practice, of a financial report which gives a true and fair view of the financial position of the Auckland War Memorial Museum as at 30 June 2004 and of the results of its operations and cash flows and service performance for the year ended 30 June 2004.

The Auckland War Memorial Museum Act 1996 also requires the Board to report the performance targets and other measures by which the Museum's performance can be judged in relation to its objectives.

Auditors' Responsibilities

It is our responsibility, in terms of Section 27 of the Auckland War Memorial Museum Act 1996, to express an independent opinion on the financial report including the statement of service performance presented by the Trust Board and report our opinion to you.

Annual Plan

The Annual Plan 2004 information within the financial report has been agreed to the Auckland War Memorial Museum's Annual Plan document prepared by the Trust Board in terms of Section 22 of the Auckland War Memorial Museum Act 1996.

Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial report. It also includes assessing:

- the significant estimates and judgements made by the Trust Board in the preparation of the financial report, and
- whether the accounting policies are appropriate to the Auckland War Memorial Museum's circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with New Zealand Auditing Standards. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial report is free from material misstatements, whether caused by fraud or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial report. Other than in our capacity as auditors and providing certain consultancy advice we have no other relationship with or interests in the Auckland War Memorial Museum.

Deloitte.

Qualified Opinion

We have obtained all the information and explanations that we have required.

As stated in Note 4 on page 38, the Auckland War Memorial Museum has not recognised its collection acquisitions at their cost and has not attributed a monetary value to gifts to the collection. This is a departure from applicable Financial Reporting Standard No 3 – Accounting for Property, Plant and Equipment, which requires that an item of property, plant and equipment must initially be recognised at its cost. It also requires that donated items of property, plant and equipment must be recognised at their fair value at the date of acquisition with the amount of the donation received recognised in the Statement of Financial Performance.

The Auckland War Memorial Museum has not calculated the financial effect of this departure from the applicable Financial Reporting Standard. The cost of collection acquisitions expensed in the current year was \$424,000 (2003:\$245,000). Had the Auckland War Memorial Museum adopted this standard, the effect on the financial report would have been to increase the Net Surplus and equity by \$424,000 before depreciation charges. The cumulative carrying value of property, plant and equipment would have likewise been increased by \$888,000, including the cost of collection acquisitions from 1 July 2002, before depreciation charges.

There are no practical audit procedures that could be performed to determine the current and historical depreciation expense for such collection acquisitions. There are no practical audit procedures that could be performed to determine the fair value of donated items of property, plant and equipment.

In our opinion, except for the effect of the departures from applicable Financial Reporting Standard No 3 as outlined above:

- proper accounting records have been kept by the Auckland War Memorial Museum as far as appears from our examination of those records;
- the financial report of the Auckland War Memorial Museum on pages 10 to 15 and pages 30 to 43 :
 - complies with generally accepted accounting practice in New Zealand;
 - gives a true and fair view of the financial position of the Auckland War Memorial Museum as at 30 June 2004, the results of its operations and cash flows for the year ended on that date and the service performance achievements in relation to the performance targets and other measures adopted on that date.

Our audit was completed on 2 September 2004 and our qualified opinion is expressed as at that date.

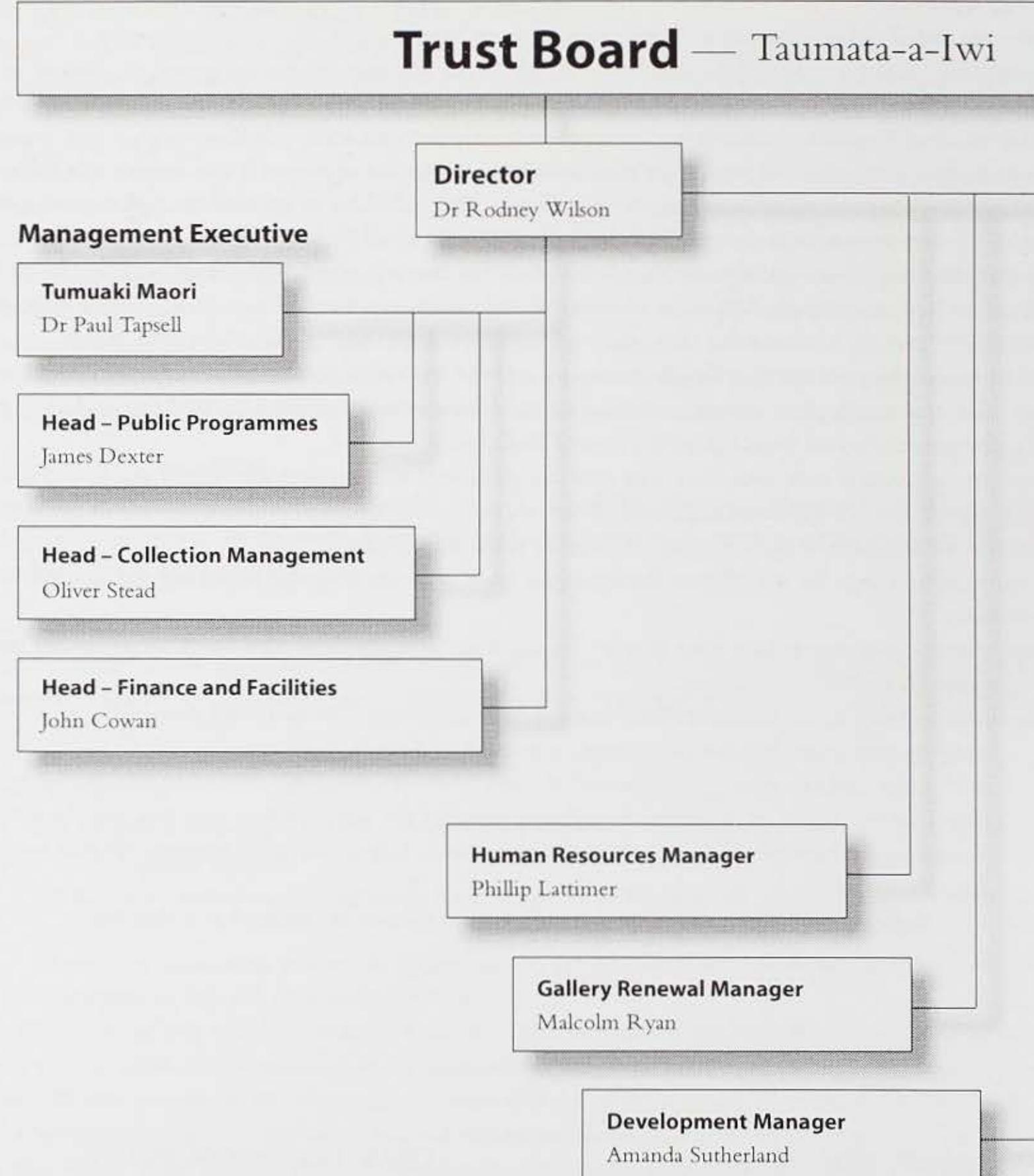


AUCKLAND, NEW ZEALAND

CHARTERED ACCOUNTANTS

AWMM Ann Report 2003 to 2004

APPENDIX 1: OUR ORGANISATION





Museum Trust Board members (from left): Timothy Hannah, David Hill, Barry Turley, Judith McKay, Jennifer Lamm, William Randall, Richard Sorrenson, Dale Bailey. (Absent: Bruce Anderson and Sir Hugh Kawharu.)

AUCKLAND MUSEUM TRUST BOARD AT JUNE 2004

Chairman	David Hill
Deputy Chairman	William Randall
Members	Bruce Anderson
	Dale Bailey
	Timothy Hannah
	Sir Hugh Kawharu
	Jennifer Lamm
	Judith McKay
	Richard Sorrenson
	Barry Turley

AWMM Ann Report 2003 to 2004



From left: Sir Hugh Kawharu (Taumata appointed Trust Board member), Hariata Gordon (Ngati Paoa), Danny Tumahai (Chairman and Ngati Whatua), Martin Mariassouce (Ngati Whatua), Bernard Makoare (Ngati Whatua), David Hill (Trust Board Chairman), and Paul Tapsell (Tumuaki Maori). Absent: John Kerr (Tainui)

TAUMATA-A-IWI

Chairman

Danny Tumahai

Members

Hariata Gordon
Bernard Makoare
Martin Mariassouce
John Kerr

MANAGEMENT EXECUTIVE

Director

Dr Rodney Wilson

Director Maori

Dr Paul Tapsell

Head Finance & Facilities

John Cowan

Head Public Programmes

James Dexter

Head Collection Management

Oliver Stead

FUNDRAISING ADVISORY BOARD

John Maasland, Chairman
Adrian Burr
Hugh Burritt
Simon Caughey
Trelise Cooper
John Hagen
Lyndy Sainsbury
David Wolfenden
Timothy Hannah, Trust Board
Representative
Dr Rodney Wilson, Museum
Member
Amanda Sutherland, Museum
Member

ELECTORAL COLLEGE

Scott Milne, Chairman
Glenda Fryer
Richard Northey
Ian Barton
James Papali'i
Barry Keon
Neil Morrison
Paula Gillon
Julia Parfitt
Katrina Piggott
Christine Rose
Vanessa Neeson
Gary Russell

APPENDIX 2: MUSEUM STAFF

**COLLECTION
MANAGEMENT**

**Head – Collection
Management**

Oliver Stead

Conservation

Senior Conservator

Julia Gresson

Conservator

Merv Hutchinson

Objects Conservator

vacant

**Conservation
Technician**

Janine Leighton

Preparator

David Weatherley

Human History

**Senior Curator
– Ethnology**

Dr Roger Neich

Ethnology Technician

John Tepu

**Curator of
Archaeology/Team
Leader Human**

History

Dr Nigel Prickett

**Curator – Applied
Arts**

Louis Le Vaillant

**Applied Arts
Technician**

Finn McCahon Jones
Tamara Needham (p)

Exhibition Technician

Gregory Anderson

Human History

Technician

Faith Chisholm (p)

Curator – History

Rose Young

History Technician

Louisa Knight

Curator – Maori

Chanel Clarke

Assistant Curator

– Maori

Catherine Jehly

Assistant Researcher

– Maori

Awhina Rawiri

Curator – Pacific

Fuli Pereira

**Curator – Pictorial
Collections**

Gordon Maitland

Pictorial Technician

Barbara Spiers

Archaeology

Technician

Kathryn Prickett

Natural History

**Curator of
Entomology/Team
Leader Natural**

History

John Early

Entomology

Technician

Rosemary Gilbert

Curator – Botany

Ewen Cameron

Botany Technician

Mei Nee Lee

**Curator – Land
Vertebrates**

Dr Brian Gill

**Curator – Marine
Biology**

Dr Carol Diebel (p)

Researcher

Dr Wilma Blom

**Technician – Marine
Biology**

Todd Landers

**Library and
Information Services**

**Manager – Library
Services**

Bruce Ralston

**Librarian –
Manuscripts/Archives/
Records**

Dr Alistair Carlile (p)

Reference Librarian

Diane Gordon

**Reference Librarian
– Maori**

Ngaroimata Winiata

Cataloguing Librarian

Heather Stone

Library Assistants

Phillip Allen

Gabrielle O'Connor

Goran Kitanovic

Sally Hardwick (p)

Manager – Armoury

Alison Taylor

Armoury Assistants

Gabrielle Fortune

Jennifer Philson

John Ross

Ramola Prasad

Martin Collett

Suzanne Riley (p)

Manager – Matapuna

Steve McCraith

Matapuna Assistants

Martin Collett, Ramola

Prasad, Michael Eagle (p)

Registration

Registrar

Laura Vodanovich

Registration

Technician

Nicola Jennings

AWMM Ann Report 2003 to 2004

Registration Data	Grace Gullery	Retail	Schools LEOTC
Technician	Salita Hauiti	Retail Manager	Dianne Northcott
Claire Freeman	Goran Kitanovic	Assistant Retail Manager	Educators
PUBLIC PROGRAMMES	Molly Mar	Colleen Mullin	Florence Hassall
Head – Public Programmes	Dale Neilson	Elise Edwards	Jorie Zwart
James Dexter	Teteahi TeRangi	Full-time Sales Assistants	Kaiwhakahau
Marketing	<i>Exhibitions</i>	Lorna Carter	Matauranga (Maori Educator)
Marketing Manager	Exhibitions Manager	Damien McLeod	Kipa Rangiheuea
Rhoni Stokes	Graham Soughton	Part-time Sales Assistants	Pacific Educator
Head – Sales and Marketing	Display Artists	Kazumi Oshida	Leilani Salesa
Sally Carwardine (p)	Andrew Mayo	Victoria Lai	Teaching Assistant
PR Manager	Mike Huaki	Vanessa Lotulelei	Louise Tu'u
Karyn Clare	Team Leader – Special and Temporary Exhibitions	Caroline Lewer	School Bookings Officer/Administrator
	Max Riksen	Finn McCahon Jones	Kathryn Hayward
Marketing Assistant	Team Leader – Permanent Displays	Education Services	Leonie Garmaz
Carla Ellerby	Wayne Ferguson	Manager – Education Services	Discovery Centre
Sales and Tourism	Display Technicians	Peter Millward	CDC Manager
Manager – Sales and Tourism	Grace Cheng	Live Programmes Manager	CDC Programme Manager
Bruce Kenny	Jamieson Moore	Natasha Beckman	Megan Williams (p)
Bookings Administrator	Display Assistant	Multimedia Manager	CDC Programme Coordinators (2)
Michele Nickolls	Kelly Bewley	Lucinda Blackley (p)	Venissa Freesir
Senior Visitor Hosts	Graphic Artist	Graphics and Membership Co-ordinator	<i>vacant</i>
Leanne Castle	Nick Eagles	Joanne Lees (m)	CDC Facilitators
Rebecca Reid	Hannah Kerr	Services to Schools (LEOTC)	Glenys Stace
Vasiti Camaibau	Photographer	Manager – Services to	Zarah Burnett
Part-time Visitor Hosts	Krzysztof Pfeiffer		Ariane Craig Smith
Maria Ale	Events		Sina Masoud-Ansari
	Events Manager		Coralie O'Hara
	Nicola Scott		Ben Jamieson

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Claire Davidson	Finance and Administration	Human Resources
Andrew Millar	Accounting Manager	Human Resources Manager
Rex Ong	Jacqui Paterson	Phillip Lattimer
David Rotherham	Accounts Clerks	Helen Leadley (p)
William Yip	Helen Phillips	Human Resources Advisor
Alexandra Whaley	Pam Towers	Sarah McKenzie (p)
Sally Burgess (p)	Receptionist	Safety and Security
Membership Coordinator	Margaret Most	Manager – Safety and Security
Louise Rigby	Administration Assistant	Gordon Gullery
Volunteer Coordinator	Winnie D'Costa	Senior Security Officer
Kae Kinnell	Audio Visual	Bruce Grigg
DIRECTOR'S OFFICE	AV Manager	John P Clark (p)
Director	Ian Crawshaw	Full-time Security Attendants
Dr Rodney Wilson	AV Technician	Manas Leuluaiilii
PA to Director	Rob Lagden	Michael McGarry
Bridget Smith	Building Systems	Cindy Pocock-Smith
DEVELOPMENT MANAGEMENT	Operations Manager	Rex D'Costa
Development Manager	vacant	Sue Mestrom,
Amanda Sutherland	Building Systems Manager	Part-time Security Attendants
PROJECT MANAGEMENT	Dallas Tolich (p)	James Avia
Gallery Renewals Manager	Maintenance Technician	Veronica Brand
Malcolm Ryan	Jonathan Curwain	Graham Field
FINANCE AND FACILITIES	Facilities Technician	Mervyn Lockley
Head – Finance and Facilities	Shane Jacob	Anthony Petricevich
John Cowan		Andrea Miljkovic
		Joan Rushbrook
		Lisa Tolich
		Pam Tolich
		Isaac Railey

Sharon Tuhe
Tim Whitehead
Night Custodians
John Adams
Robert Bell
Roy Boxall
Alan Anderson

MAORI VALUES
Tumuaki Maori
Dr Paul Tapsell
Maori Values Co-Ordinator
Nicola Railton
Ancestral Human Remains Facilitator
Rangiaria Hedley

Notes:

- i) (p) indicates previously employed in this position.
- ii) (m) indicates staff member commenced parental leave during the year.
- iii) This list comprises all staff employed on a permanent basis and those employed for a period of greater than six months duration in the 03/04 year.

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APPENDIX 3: MUSEUM VOLUNTEERS

APPLIED ARTS	RSA	EVENTS	LIBRARY
Jenny Bramley-Adams	Richard (Dick) Ashton	Rebecca Webber	John Bellingham
Paul Brobbel	Douglas Clark		Pat Bond
Vivien Caughey	Malcolm (Max) Courtney	EXHIBITIONS	Lynne Florence
Melanie Commins	Grayson Finlayson	Fran Hardgrave	Jodhi Hoani
Suliana Jacobsen	William Groves		Lynda Langridge
Abbey-Rose Lewis	Frederic Hall	GEOLOGY	Dave Simmons
Ann O'Brien	Leslie Hughes	Peter Stanes	Susan Wallace
Margaret Oldham	Ron Johnstone		Marine
Teresa Riordan	Warren Schrader	HISTORY	Marlene Ainley
Rigel Sorzano		Katherine Dennis	Michelle Brock
ARCHAEOLOGY	BOTANY	Joshua Liang	Jane Fowler
Kate Hill	Chris Ashton	Louise Small	Noel Gardner
Roberta Whelan	Joan Dow	Lisa Wright	Sue Hawkeswood
ARMOURY	Frances Duff		Owen Lee
David Brasting	Rhys Gardner	HUMAN	Margaret Morley
Jim (Harold) Brown	Kay Haslett	RESOURCES	Carolyn Rickards
Jim Buckland	Wynefield Ann Johns	Julie Cameron	Nancy Smith
John Bull	Meryl Wright		Rae Sneddon
CONSERVATION	Zaleha Ali	INTERPRETIVE	Glenys Stace
Geoffrey Burton	Meredith Rimmer	SERVICES	Fiona Thompson
Gaye Collington		Katherine Foster	
Judith Hislop	Charlotte Anderson	Lisa Hannan	MARKETING
Paul Hobbs		Sylvia Leggett	Bevan Chuang
Donald Jamieson	DISCOVERY	Carolyn Lewis	Stephanie McKenzie
Cyril Lorimer	CENTRE	Jennie Morgan	
Brian McKanny	Alma Turner	Jacqui Remnant	MATAPUNA
Donald Renner		Julian Warwick	Kathleen Barrow
Suzanne Riley	EDUCATION		Marie Brown
John Ross	Jo Trezise	LAND	Eleanor Duff
Bill Senior	Entomology	VERTEBRATES	Jean Hatch
Kim Stephens	David Ensor	Kathleen Barrow	Sue Hawkeswood
Patricia Stroud	Rob Herd	Eleanor Duff	Bill Griffiths
Peter Thompson	Mimi Huang	Ramola Prasad	Dougie Macalister
Andy Tolich	Stephen Thorpe	Michael Taylor	Audrey Maddox
Marjorie Traill			Neville Joyce
Jim West			Lawrie Taylor
			Alma Turner

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Bill Tucker	Angela Noy	Jill Hodgkinson	Paulger
Tony Williams	Michael Penn	Irena Hodgson	Emmy Hodgson
MEMBERSHIP	John Robertson	Monica Hunt	Ben Hona
Mimi Huang	Kim Smith	John Hyde	Linley Horning
	Patricia Stroud	Stella Isbey	Betty Law
PALEONTOLOGY	Gwynne Urquhart	Maureen Jones	Wendy Williamson
Mike Eagle	Sheila Weight	Diane Kan	
	Colleen Williams	Bernard Keam	
PICTORIAL	Kim Williams	Ian Kendall	
Joan Brock	Jo Woodward	Valerie Leech	
Jan Hawkins		Colleen Lukins	
Noni Kenny		Dougie Macalister	
REGISTRATION		Betty Maddock	
Olivia Cranston	Margaret Bain	Audrey Maddox	
TE KAKANO	Helen Barlow	Tom Matthews	
Kate Bartlett	Beverley Batkin	Lee Melles	
Hikitia Barton	Santwona Bhattu	John Michaels	
GUIDES	Annette Bierre	Carol Moorcroft	
Dianne Aubin	Suzanne Boyes	Allan Mutch	
David Baker	Kirsten Bojsen-Miller	Hao Ning	
Suzanne Boyes	Shirley Brabent	Priscilla Pitcher	
Marie Burman	Annette Bray	Elizabeth Powell	
George Dibley	Liz Connell	Sarah Robertson	
Barry Ensor	Gay Croker	Carmen Savage	
Michael Glass	Sue Cross	Maureen Spencer	
Heni Goldsmith	Margaret Dale	Lawre Taylor	
Sheila Gray	Owen Digglemann	Satsuki Teramura	
Lola Gregory	Marguerite Durling	Jan Truscott	
Bill Griffiths	Anna Ferguson	Bill Tucker	
Robin Hale	Robin Flynn	Alma Turner	
Patricia Hall	Pauline Fisher	Gwynne Urquhart	
John Hammond	Daphne French	Sheila Weight	
Kimberly Kim	Bill Griffiths	Christina Wong	
Alette Mead	Patricia Hall	Marion Wood	
John Michaels	John Hammond	GALLERY	
	Adrian Hart	EXPLAINERS	
	Sue Hawkeswood	Rochelle Freeman	
	Jo Hitchcock	Shelly Hammond-	

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APPENDIX 4: HONORARY POSITIONS

FELLOW OF THE AUCKLAND WAR MEMORIAL MUSEUM

Dr Janet Marjorie Davidson
Dr Michael King
Dr John Morton
Jeremy Salmond
Dr Ranginui Walker

COMPANION OF THE AUCKLAND WAR MEMORIAL MUSEUM

Sheila Mary Weight
Dr Lindo Ferguson
Rev. Dr Takutai Wikiriwhi
William Laxon
Henare Te Ua

ASSOCIATE EMERITUS OF THE AUCKLAND WAR MEMORIAL MUSEUM

Trevor James Bayliss
Enid Annie Evans
Evan Graham Turbott
Keith Arthur J Wise
Mick Pendergrast
Katrina Stamp

HONORARY ASSOCIATES

Michael Eagle
Aileen Fox
Dr Rhys Gardner
Jeanne Goulding
Margaret Morley
David Smith

APPENDIX 5: AUCKLAND MUSEUM INSTITUTE COUNCIL

PRESIDENT

Michael Rowe

COUNCILLORS

Bruce Bolland
Graham Foster
David Gunson
Jonathan Gunson
Nick Hamilton
Arthur Haughey
Peter McConnell
Owen Ormsby
Lawre Taylor

STAFF REPRESENTATIVES

John Early
Dianne Northcott

ADMINISTRATOR

Margaret Spencer



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APPENDIX 6: MUSEUM CIRCLE

PATRON

Sir Edmund Hillary

TRUSTEES

Lyndy Sainsbury
James Wallace
Peter Webb
Anna Nathan
David Nicoll

COMMITTEE

Diane Sugden
Anna Bidwell
Nichola Reid

TREASURER

Peter Hays

DEVELOPMENT MANAGER

Rozelle Edwards

APPENDIX 7: STAFF PUBLICATIONS

BOWIE, M.H.; EARLY, J.W. ET AL.

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Sir John Logan Campbell Residuary Estate
Chisholm Whitney Family Trust
Masfen Family
McConnell Family
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The following local authorities meet the net operating cost of maintaining, operating and developing the Museum:

Auckland City, Manukau City, Waitakere City, North Shore City, Rodney District, Papakura District and Franklin District.
The Museum Trust Board is grateful for the support and advice provided by the members of the Electoral College who approve the annual Museum levy.



Te Kaunihera o
MANUKAU
City Council



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